

## Northampton Arts Council

11 May 2021

### Municipal and 501C3

**Present:** Jesse Hassinger, Michael Abbatiello, Rachel Hart, Lori Steiner, Thulani Davis, Eamonn Edge, Danielle Amodeo (B), Kathy Service (Inc)

**Absent:** Dana Osterling, Ellen Augarten, Kent Alexander, Freeman Stein (B), Ashlynn Cradic, (Muni), Esther White (Inc), George Myers (Inc),

All Committee Updates Tabled for this combined Muni and Inc Meeting

Meeting Commenced at 7:06 pm

- **Meeting is Being Held Via Zoom and Audio/Video Recorded**
- **Public Comment Period**
- **Meeting Minutes** – Review & Approve 4/13/21
- [Review Group Meeting Norms](#)

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Municipal

**Sub-Committee Updates**

**Artist Reception (Freeman, Lori)** – Update

**Biennial (Ellen, Lori, Kathy, Zoe, Karen S.)** - Update

**Cinema (Danielle, Ashlynn, Michael, Jesse)** - Update

**Equity (Danielle, Rachel, Freeman, Kent, Ashlynn, Jesse, Thulani)** – Update

**Grant Round (Esther, Rachel, Freeman)** – Update

**Board Membership** – Update

**Online Communications (Eamonn, Danielle)** – Update

**Poet Laureate (Kathy S., Ellen, Kent, Karen S.)** – Update

**Public Art (Jesse, Ashlynn)** – Update

**School (Freeman, Lori, Thulani)** – Update

**Volunteer (Kathy S)** – Update

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Inc.

**Financial Snapshot** – Update

**Transperformance PTO Share**

**COVID-19 Artist Relief Fund**

**Events** - Update

Danielle made the announcement that this meeting is being held via Zoom and is also being audio and video recorded.

### Meeting Minutes Approval

13 April 2021 Motion made, seconded and passed unanimously by all present. Question raised as to documentation details on votes; on public votes, do names need to be documented as to how each person voted? Brian will check with City officials in Mayor's office and solicitor and City Clerk. We may amend the minutes pending responses to Brian's email. Approval unanimous to amend minutes at next meeting pending clarification.

Group Meeting Norms added to Chat Section.

Pointof clarification as to municipal VOTING MEMBERS: Eamonn Edge, Lori Steiner, Freeman Stein, Treasurer, Danielle Amodeo, Chair, Rachel Hart, Ashlynn Cradic, Michael Abbatiello, Kent Alexander, Jesse Hassinger, Secretary, Dana Osterling, Thulani Davis

### **Artist Reception.**

The reception for the Biennial is in October will be dependent upon public health advice. Clarification to what is meant here by 'Artists Reception'. In this case it is different than the Biennial Reception. The former is in conjunction with a celebration of those artists who had been recipients of grants and includes performances etc and discussions of grant processes. It's a way for us to meet them and facilitate a connection with other artists.

Brian reported they met with the Board of Health last Monday and shared a document (a pdf with hyperlinks) that details guidance on regulations for outdoor and indoor events. It is predicted if we continue as currently that by August 1<sup>st</sup> we may be "back to normal".

### **Biennial Update**

Poster, jurors, publicity, call for entry, all completed. Brian checking also on ArtCall.org to ascertain the software functioning. Planning to take the necessary time so all is working well so call for entry may be ready by the 18<sup>th</sup> of May at latest,

### **Cinema Northampton**

Brian inferring that the group would not like to "travel" about the City as NOM based on its location "brings everything" facilitating the efforts with the screen, projector, et al so thoughts are to conduct the events at 33 Hawley Street with outdoor screenings on the building at 33 Hawley.

### **Equity Committee**

Danielle reported that group meets the Tuesday post Council mtg. At last meeting two DEIA (Diversity/Equity/Inclusion and Access) consultants (Jan Martin & Gabe Hull) on a plan to develop trainings for this Council on what does equity look like for our work and secondly to conduct some restorative work as there may have been some intentional harm on past interactions through some team building three trainings that would be strongly encouraged outside of Board meeting times. Danielle detailed going to IFT (Institute for Trustees) events and listed some of the benefits and notions of the training. This will be shared at the next committee meeting and from that meeting tangible actions will be shared with this council. Rachel mentioned that past last meeting there has been a bit of press including an Op Ed by Freeman the link to which was also shared via the chat.

### **Grant Round Update → Fundraising**

\$225 received thus far, with fundraising amounts down as compared with last year given the circumstances of last year. Currently applications number ~45-46. Danielle noted an artist who applied but did not want to accept last year as we require a W-9 which means the money gets

filed a taxable income. This artist asked whether money could be given as a “gift”. Brian noted because as a city entity, he is required to have a W-9 (on file) and furthermore explained that he doesn’t report details (1099) as Inc, but only reports over 600\$ but he needs to keep track so should the amount exceed that \$600 it needs to be reported. Brian is duty bound to follow such rules. We don’t specify as income it’s up to the individual artist to record or document and files it. Brian is asking for help on fundraising. Direct crisis mode last year, but this year people less apt to give. Trend is less giving overall outside the Arts Council. Suggestions made to contribute directly to [Mightycause.com](http://Mightycause.com) or link to [NorthamptonArtsInc](http://NorthamptonArtsInc).

How much do we have in grants to determine in the Inc part? Financial snapshot will be shared in Inc part of the meeting. We gave out \$330 each last year but suggest aim for \$300 this year. We discussed the dilemmas with fundraising this year. Suggestion made regarding radio appearance by Kent to raise awareness. Belly of the Beast is generously offering a possible source of money; by dedicating Sunday profits to be given to NAC or offering 4 items on the menu and in lieu of paying for food, a donation would be given to NAC. Jesse suggested asking Amy Cahillane (DNA) about other restaurants doing the same; however, this could be challenging given fundraising window for this particular activity, so may not work to move Sunday as to another Sunday. What is the timeline? Applicant due May 15 (deadline to apply). Awards finalized; email notifications are sent with contracts. Not so much time to organize such as noted above. We would have to know by the 25<sup>th</sup>.

In addition to fundraising and outreach opportunities as above this generated a lively discussion as to other possibilities: Talked about a Board or Council match; however, Brian reported as our group is a municipal entity and does not favor soliciting this Council as such. Talked about different possible campaigns or annual asks and timing of all the possible fundraising situations. With such benefits or enticers such as for this particular campaign we can offer new style face masks. Yet timing is essential for this particular grant this year. This generated a conversation on adding small amount of money as donation onto a ticket sale and ways to ask. . .

Eamonn asks question as to when back to normal; date predicted to be August 1<sup>st</sup> . Issues to be addressed include such: Capacity of 250 @Pulaski Park. How will we be able to enforce that masks and physical distancing. Occur? Ideas offered for general asks, need to look at Brian’s annual event fundraising schedule so need a fundraising plan. Eamon suggested thinking about even as we sell tickets like giving \$5 along with a tx. . .

Brian is now looking at new ticketing source- *Brown Paper* tickets which we currently employ but they have yet to pay for last two events. Thoughts ventured as to *Event Brite* or *Spectrix* (as at the Academy; however, we aren’t a venue) or suggest another ticketing entity, which was offered by Thulani with *Give Lively*.

Brian mentioned the amount of publicity given all the public art activity and highlighted all the positive feedback on Instagram, etc. Given this perhaps we should ‘do an ask’ now?? Brian and Jesse simultaneously collaborated on a FB fundraiser. Gratitude expressed to Jesse! Mead Art Museum could be a marketing sponsor, but it’s complicated as to level of publicity on the public art installations given the COVID era (not wanting public crowding around the artists).

Other solicitations offered such from Lori to help with River Valley Market's Change for Change (Round to a dollar) and Jesse the same on Cornucopia.

### **Board membership**

An applicant from the Mayor's office: Retired lawyer who recently moved her but is not from a 'diverse' category. Consider John Garber a local lawyer? Freeman and Danielle reapplied. Suggestion made to start with asking potential members to come to a meeting and come to the DEAI training. Danielle will forward the initial outreach letter to forward potential applicants.

### **Online Communication**

No new updates except now on second step of design process for new logo.

### **Poet Laureate**

Date is June 15<sup>th</sup> call is out. Question about communication to schools. Relevant to high school and Lori will be meeting with principals and will communicate that we support youth poet laureate. Lori meeting Thursday with HS principal. Principals have asked to wait d/t MCAT's. (There was a slight segue into School Subcommittee work on making the connections which needs clarification.) For details: <https://www.northamptonartscouncil.org/p/youth-poet-laureate.html>

Brian was allowed to make postcards to send home with the students of JFK Middle school. Would Karen be permitted to go to speak at the schools? We explored other outreach opportunities such as Big Brothers/Big Sisters. possibly sports leagues, or even pass out postcards at the skateboard park.

### **Public Arts**

Sabrina painted mural on Kirkland Avenue. Connections facilitated by Jordy Herald, building owner. Kim Carlino has been painting many images to entrances of bike trail using floral designs. On Thursday, there will be painting by 10 artists of traffic utility boxes throughout the City locations all listed by Brian. Bridge art to be repaired. Also talked about future work on the bus shelters. Brian highlighted two artists who he would love to have paint murals. Kathy brought up notion the importance of accessibility to everyone particularly those with disabilities. Thulani asked about scheduling paintings on Saturdays so students could join in.

Meeting adjourned at 8:40 pm.

### **Inc**

Meeting commenced at 8:42 pm.

Brian shared the Financial Snapshot, simplified of the Inc money. The most meaningful figure is \$68 0000 which is unrestricted funds which enables us to pay the production team up to October 1<sup>st</sup> but by that time we should have incoming funds from Transperformance followed in due time by First Night. Brian continued to provide a description of the different accounts within

the spreadsheet including checking accounts, with such details as income such as festivals grant, First Night & Four Sunday sponsorship 'owes' and the 500\$ from our assistance with programming with the *Summer on Strong* events and checks to City for three months of Peter & Steve's salaries. We even have money encumbered which artists have yet to request. The length of time the money is held for grant recipients was discussed.

Brian is projecting the allocated amount of \$10,000 COVID 19 funds. Should we try to match this? Query as to outcome if not make goal, but we can decide on this as the decider is Arts Inc (whether or not the 'match is made' is the purview of the Inc Board- a marketing strategy).

J Scott Brandon Funds will be transformed into a funding for high school students to study NCMC or Downtown Signs to pursue extra classes but couldn't afford private lessons. Steve is working upon details for this endeavor.

Brian further detailed last year's profit: Transperformance (\$18,724) + First Night (\$31,599) + Four Sundays (\$8129) = \$72,195.91

He also noted expenses: Steve and Peter: FY22 Salary=\$77,868. Brian also noted \$30,000 grant Community Foundation to pay their salaries. Details all on spread sheet that had been shared.

Brian recommends minimally offering the same amounts as same as last year. In terms of past years: \$12-15,000, but because of the success of First Night in 2019 \$20,000 was given out.

Last year \$9600 to the PTO's but they did little work for this, which was divided by 6 (each PTO). Suggestions made to get feedback on the use of our funds from the PTO's which may be easier now that we have an active School Committee.

Clarifications regarding Inc Board members due to need for a vote. We only can have two from the Municipal d/t Conflict of Interest stipulations; thus, these two 'dual' members are Danielle and Freeman (who is the Treasurer) as members on both the Arts Council and Inc Board.

Danielle moved to allocate \$7200 from NAC Inc. to Northampton PTOs and \$10K to the Northampton COVID-19 Artists Relief Fund, per Brian's presentation of the financial snapshot at today's board meeting. This was seconded by Kathy and an electronic vote will be solicited by the remainder of the Inc Board.

Meeting Concluded at 9:06.

Respectfully submitted,

Kathy Service, Inc Board Clerk